

Projectors for all

Objective

Change the perception of video projection so every salesperson can start selling at least two projectors every month.

1. Help you to create your own individual presentation style using a connection to music content.
2. Overcome salesperson lethargy and/or indifference to the form by showing far more range.
3. Show how projector sales lead to larger system sales and long term clients with upgrades.
4. Show you how to set up a system so you can use it to sell.

Musts

- Always be observing. Never press “play” and walk away. Turn off all OSD if possible and ride controls.
- Use music, music documentary and non action scenes. Use clips of under 90 seconds where possible.
- Practice your demos until you are proficient and smooth. Have a wide range on content ready for personalised demonstrations. Hold something back.
- Learn about screens being weary of pitches and gimmicks. Unity gain is probably the right choice MOST of the time.
- Make sure image and sound are consistent in scale, and character.

Procedures

1. Make sure you control the first image that the customer sees from the projector.
2. Use standard two channel audio selling techniques while connecting prospect to content.
3. Show a screen actually rolling up and down.
 - Remember and reinforce the fact that most projectors get used in non-dedicated environments.
 - Watch out for news and technology developments that could blindside you. Know more than you show. Be very careful with your knowledge and avoid deep technical conversations.
 - Everyone gets a demo. Use a video clip to demo speakers after a few pure audio clips have established that speaker as a solid contender for every prospect.
 - Convey your personal commitment to the form and show how you make the system unique for that client. Let the client know how un-scary the basics are, but that it takes an expert to get the most out of a system.
 - Show the importance of each piece of the system in the total experience. (a couple examples are sufficient)